



PW riding & development doesn't have to stop after our students have completed the RYA PWC course.

What can we do to inspire and motivate them into regular participation?



Statistics...

- Average number of new PWs sold per year = 700+
- Average number of PW certificates issued per year = 1600+
- **Approx 56% loss..**



How can we inspire & motivate our students into regular participation?





If they can afford, plan to buy or already own a PW?





PW Cruising





Fishing..





DockitJet





What if your student isn't planning or can't afford to buy a PW?





Time-share

- Time-share / Ski-share companies
- Utilising your school PW better.. Offer your successful students the option to buy into a ski-share scheme?

(PHP calendar of availability – book out the days you have courses running)



What can you do?

End of course:-

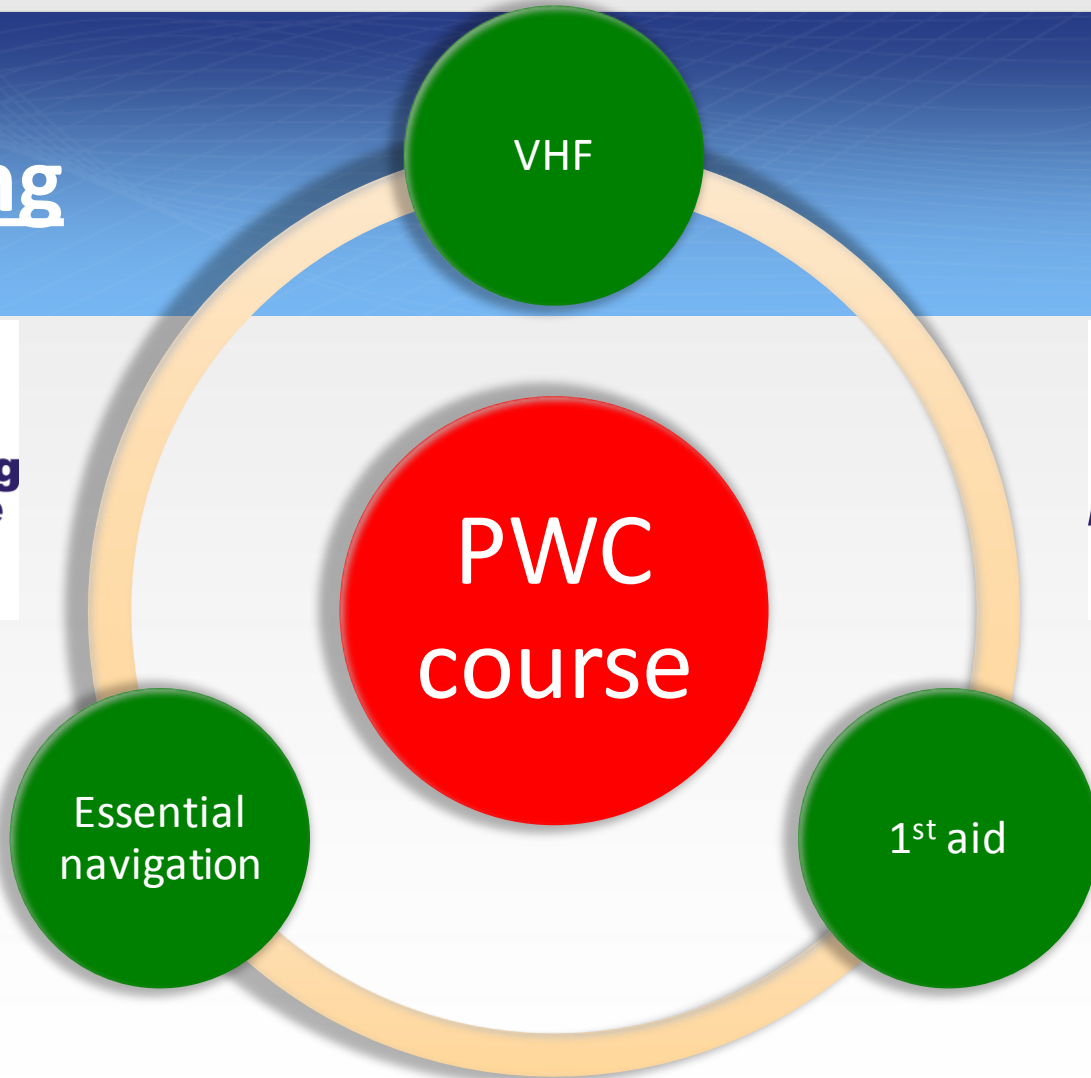
- What's next chat / video?
- PWP could provide short inspirational video..

Would you use it?





Up-Selling



VHF

PWC
course

Essential
navigation

1st aid



Refer to a club:



PW clubs, Jet ski Clubs, UK Jet ski clubs list

- [Home](#)
- [PWP News](#)
- [New to Personal Watercraft?](#)
- [Commercial / Authorities](#)
- [Recreational users](#)
- [PWC Clubs](#)
- [Setting up a PW club](#)
- [PWC club development](#)
- [UK PW Clubs list](#)
- [Useful links & downloads](#)
- [Contact us](#)
- [PWP Partners](#)
- [Press](#)
- [Mic Randle Award](#)
- [PWP Events](#)

Find a PW Club in your local area, below is a list of PW clubs according to county with their website addresses. There are numerous well organised clubs around the country who regularly organise events, outings and provide information on skiing in your local area. See below:
(If you want your club added to the list please email me on cardice@pwpuk.org)

Essex -

Clacton PWC club



www.clactonwatercraftclub.org.uk

Southend Jet ski Club

<http://www.southendjetskiclub.com>

The Jet Ski Elite

www.thejetskielite.com

East Sussex -

Eastbourne Personal Watercraft Association

<http://www.eastbournejetskiclub.org.uk>

For launching information please contact:
Ron - ronski@pwpuk.org / T: 01222 507833 / M: 07765 680053 OR Richard - richard.tobin@femail.net / T: 01323 509665 / M: 07989 603357

Cornwall -

Cornwall Jetski Club



www.cornwalljetskiclub.org

North Wales -

Colwyn Jet ski Club

www.colwynjetskiclub.co.uk

S. Wales -

Mumbles Jet ski Club



www.mumblesjetskiclub.co.uk

South Wales jetski club

www.sjski-club.co.uk

W. Wales -

Monkton Jet ski & PW Club

<http://hometown.aol.co.uk/~smpnet/page1.htm>

002818



Social networking:





Workshops:



PW Specific:-

Passage planning / Navigation workshops
Aftercare & Maintenance workshops



Link to a dealer:

SEA-DOO.



YAMAHA



Kawasaki



FURTHER RESOURCES:



pwpuuk.org



ridethewaveright.com

